

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #332520
Mr. A. Grass
KEYSTONE TOBACCO

WINSTON B2GF CAP / PROMOTION #700927

Dear Alan:

WINSTON regular product has been ordered (see quantities listed below), as well as 15 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11212	Full Flavor Box	12M	<u>1</u>

<u>Product / Premium Arrival:</u>	<u>September 15, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: September 23, 1997</u>
<u>SKU CUBE:</u>	2.5480
<u>SKU WT (w/o Product):</u>	8.2000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$N/A</u>
<u>Non-EFT \$ Amount:</u>	<u>\$709.17</u>

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-2-

B2GFP
KEYSTONE TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (1 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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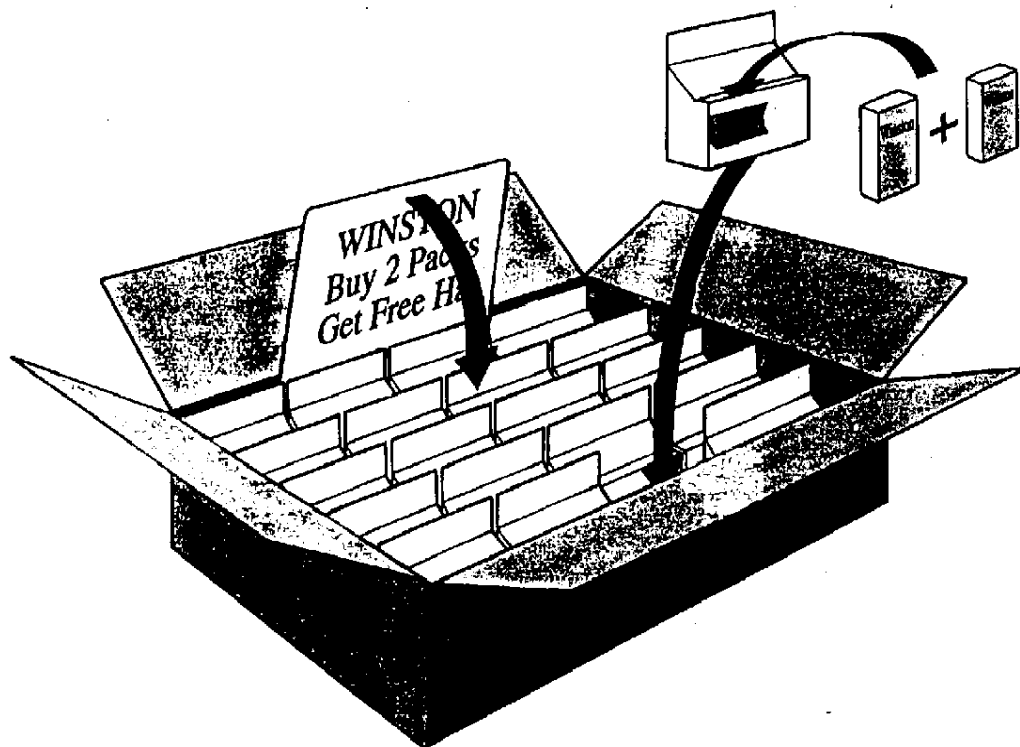
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

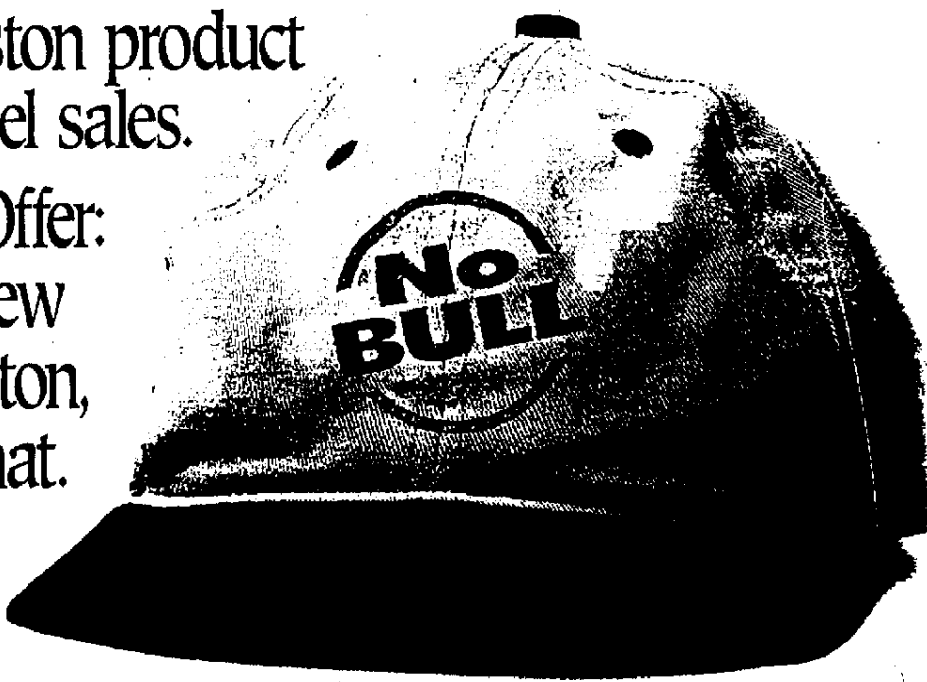
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	FULL FLAVOR BOX					
Number of Cartons	4					

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The right premium **CAPS** everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

WORKPLAN VAP TEMPLATE LISTING

APEN55B2

WHOLESALE : 332520 KEYSTONE TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 700927 71000 MIN OCT HAT
 TEMPLATE SEQ : 0018
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
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162204	162226	763325	ANGLE MARKET #1	254 CHENANGO ST	BINGHAMTON	NY	13901	1				(607)722-7582
162204	162226	639445	EAST MART	1304 NORTH STREET	ENDICOTT	NY	13760	1				(607)785-9600
162204	162226	714966	HESS #32279	GEORGE F HIGHWAY	ENDWELL	NY	13760	2				(607)754-8031
162204	162226	746235	PARTOR CITY SMK SHO	46 COURT ST	BINGHAMTON	NY	13901	1				(607)722-4643
162204	162226	762326	WEST SIDE MINI MART	96 MAIN ST	BINGHAMTON	NY	13905	1				(607)712-8079
162204	162226	763827	HESS #32276	357 STATE ST	BINGHAMTON	NY	13901	5				(607)722-9334
162204	162226	171103	QUALITY MARKET	1206 VESTAL AVE	BINGHAMTON	NY	13903	3				(607)724-4557
162605		058682	SWEENEY'S MARKET	W. MAIN & RT 434	APALACHIN	NY	13732	1				(607)625-3341

PAGE BREAK TOTAL ACCOUNTS

8

TOTAL QUANTITY

15

TEMPLATE TOTAL ACCOUNTS

8

TOTAL QUANTITY

15